

**AIR FORCE MEDIA CONTEST  
STANDARD OPERATING PROCEDURE  
JANUARY 1 THROUGH DECEMBER 31, 2002**

The Air Force Media Contest is sponsored annually by the Secretary of the Air Force, Office of Public Affairs, and is conducted by the Air Force News Service at Headquarters Air Force News Agency, San Antonio, Texas. The 2002 contest is the 47th such competition. Awards are presented to *units and individuals* for outstanding achievements in: furthering the objectives of the Air Force internal information program; promoting a fuller understanding of the missions of the Air Force; and for informing military men and women about current events, their heritage as American citizens, and the vital roles they play in the defense of the nation and the preservation of freedom and democracy.

A list of target dates is provided as Attachment 1.

**I. ELIGIBILITY**

A. Entries for 2002 must have been produced between January 1 and December 31.

B. MAJCOM and Service headquarters personnel and personnel assigned to the Office of the Secretary of Defense or its elements (in selected assignments, such as the military news and broadcast services) may compete in the AF Print or Broadcast Journalist of the Year categories. Broadcasters may also enter in not more than four other categories.

C. The following products may not be entered in the contest: civilian enterprise guides and directories; yearbooks; cruise books; publications and productions funded by non-appropriated funds; educational and training films; commercially produced, contracted and mixed productions (for example, those produced part in-house and part by contractors) and products created primarily for public media or community relations programs..

D. Print Media eligibility:

1. Military units, personnel and civilian employees of radio and television stations, magazines and Armed Forces newspapers published under Department of Defense Instruction 5120.4 and Air Force Instruction 35-101 are eligible to submit entries through their respective Services. This includes the National Guard and Reserve. Contract writers and photographers employed by civilian enterprise publishers, as well as stringers with no formal affiliation to the newspaper, may enter Print Media categories L and M.

2. Personnel assigned to the *Stars and Stripes* newspapers are not eligible to participate.

3. Staff members of Unified Command publications (except *Stars and Stripes*) may enter print categories E through K, Q and R, through their respective Services. The command may enter its publication in category A, B, C, D or P through the Service funding the command.

4. MAJCOMS must ensure that entries meet eligibility criteria, DOD and AF directives and regulations. The OASD(PA) and/or AFNEWS/NSOP will make final determinations, if necessary.

E. Broadcast Media eligibility:

1. The submitting unit will ensure all entries meet Department of Defense (DOD) and Service directives and regulations as well as category eligibility requirements. They must contribute to the

internal information objectives of the Air Force and meet the highest standards of production, execution, and professional excellence. No single entry may be submitted in more than one category, with the exception of the Broadcast Journalist of the Year, and Command Information Campaign categories. These can include individual products that are also submitted in other categories.

2. Air Force units or military personnel who submit material to or are assigned to Air Force radio and television stations may submit entries. Organizations must forward contest submissions to the Air Force Broadcasting Service, Headquarters Air Force News Agency for judging. Only one entry (one product) per category may be submitted.

3. Military personnel and civilian employees of radio and television stations are eligible to submit entries. However, Air Force personnel assigned to OSD or OSD elements, AFIS, and DINFOS are prohibited from competing.

4. The following media may not be entered in the contest: broadcast productions funded by non-appropriated funds; educational and training films; and commercially produced, contracted and mixed productions, e.g., part in-house and part commercial contract productions.

5. In cases where a disagreement may arise as to the eligibility of a particular entry, AFNEWS/BGO will confer with the submitting component and, if necessary, the American Forces Information Service. AFNEWS/BG will make the final decision on eligibility, after such discussion.

6. Eligibility is limited to military or civil service personnel assigned to Air Force public affairs or broadcast units. **Members from other services assigned to Air Force units may be submitted in all categories except category M (Broadcast Journalist of the Year).**

**Note:** Occasional contributions by "guest" broadcasters not ordinarily engaged in public affairs activities are not eligible.

## II. ENTRIES

A. Entries must be authorized products prepared for internal information purposes and produced, published or broadcast during the current contest year.

B. All entries must contribute to Armed Forces/Air Force internal information objectives and meet the highest standards of production, execution, and professional excellence. Products should convey information that helps DOD personnel and families succeed in their jobs and missions.

C. No single product may be entered in more than one category, except when entered in an individual category also as part of a submission for the Print or Broadcast Journalist of the Year or the Command Information Campaign categories.

D. Broadcast Media categories:

1. Individuals may not compete in the same category with more than one Service.

2. Individual products may not be entered through more than one Service.

3. Joint Service outlets, or outlets staffed by one Service, but for which a different Service has operational control, must determine which Service program to enter based on the content of the entry and Service affiliation of the person entering the entry.

4. Only one example of the product specified is required for all categories except L and M. Use a separate tape or other form of media for each category entered.

G. Print Media categories:

1. Entries to all categories must include both electronic and hard copy versions. Stories should be on a disk or compact disc in text (txt) format. Newspapers and photographs should be on a disk or CD in Joint Photographic Experts Group (jpeg) format, or as Portable Document Format (pdf) files of the page on which they were published.

2. Electronic versions must be identical to hard copy products, with no further editing or embellishments applied after initial publication.

3. Organizations must submit their entries through their respective commands.

4. MAJCOMs may submit only one entry per category.

5. All entries must be accompanied by the proper number of completed AF Media Contest official entry forms (attachment 4 or electronic version below in section VI. REQUIRED DOCUMENTATION). Entries without an official entry form will not be judged.

6. Entries will not be returned. All winning entries and judges' remarks will be kept by AFNEWS for educational use. Judges remarks will be distributed electronically to MAJCOM newspaper consultants.

### III. CATEGORIES AND ENTRY SPECIFICATIONS

#### Print Media Categories

**Category A: Metro Format Newspaper**

**Category B: Tabloid Format Newspaper**

**Category C: Magazine Format Publication** (other than Flagship Publication, category N)

**Category D: Newsletter Format Publication**

Specifications for categories A, B, C, and D:

1. Enter two issues. Submit six copies of each issue. For the 2002 contest year the first issue should be dated May 10, 2002. If no issue was published on that date, enter the issue published immediately prior to May 10. The second issue may be any edition published during the contest year. Electronic versions should be entered as pdf files on floppy or CD.

2. These categories must be entered as a unit entry.

3. Judges will not consider non-editorial differences in products, such as full color printing, paper stock weight, etc.

**Category E: News Article.**

**Category F: Feature Article.**

**Category G: Commentary.**

**Category H: Sports Article.**

Specifications for categories E, F, G, and H:

1. Only individuals may enter these categories.
2. Submit a certificate of authenticity from the responsible public affairs officer for entries that were published without a by-line.
3. Enter a tear sheet with one example per category.
4. Mount entries on 11" x 14" boards. Entries may be folded to fit.
5. Delete all photographs and line art.

**Category I: Series.**

Specifications for category I:

1. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.
2. Entries must follow the same specifications as entries to categories E, F, G, and H above, except that units may submit entries to which more than one individual contributed.

**Category J: Stand-Alone Photograph.** Entry must be published, stand-alone photograph, with cutlines.

**Category K: Photojournalism.** Entry must include photographs, captions, cutlines and story by the same photojournalist. All elements will be judged.

Specifications for categories J and K:

1. Only individuals may enter these categories.
2. Photographs may be entered in only one category, except as noted in paragraph II C.
3. Submit one tear sheet with one example per category. Do not enter original photos.
4. Entries must be mounted on 11" x 14" boards. Entries may be folded to fit.

**Category L: Contribution by Contractor/Stringer (Writer).** This award recognizes the single outstanding contribution in writing (as defined in categories E through I) by an individual contract writer or stringer for a military publication.

**Category M: Contribution by Contractor/Stringer (Photographer).** This award recognizes the single outstanding contribution in photography (as defined in categories J and K) by an individual contract photographer or stringer for a military publication.

**Category N: Deployed Publications.**

Specifications for category N same as for categories A-D.

**Category O: Not used - THOMAS JEFFERSON CATEGORY ONLY**

**Category P: Web-based Publication.** An Internet or an intranet publication, usually hosted on a military Internet domain (.mil), that presents news and information to an internal audience.

Specifications for Category P:

1. Content and design must be produced primarily by public affairs personnel.
2. The publications must conform to DOD and Air Force internal information, security review and web instructions and regulations.
3. The publication must have been in existence for a minimum of three months during the program year, and must be updated on a regular schedule (for example, daily, weekly, etc.).
4. The publication will be judged as it exists on the date the judging takes place.
5. Only units (not individuals) may enter this category.
6. Units must provide the publication URL and any necessary logon information.

**Category Q: Outstanding New Writer.** This award recognizes active duty enlisted personnel for work of great promise performed during the individual's first year as a journalist. Judging specifications will be the same as for category R.

**Category R: Air Force Print Journalist of the Year.** This award recognizes the journalist who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories.

Specifications for Categories Q and R:

1. The MAJCOMs may nominate one candidate per category.
2. Only individuals may be entered in these categories.
3. A letter of nomination must accompany each entry. Nominations must include a one-page biographical sketch of the individual.
4. Entries must include tear sheets with five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (E, F, G, H, and I). For example, two sports articles, two news articles and a commentary.

5. Submit a certificate of authenticity from the responsible PAO for articles that were published without a by-line.

6. Entries must be tear sheets mounted individually on 11" x 14" boards.

7. Delete all photographs and line art.

### **Broadcast Media Categories**

1. Only one entry is permitted per category.

2. Individuals may not compete in the same category in more than one Service's competition.

3. Individual products may not be entered through more than one Service.

4. Joint Service outlets, or outlets staffed by one Service where a different Service has operational control, will determine which Service's contest to enter based on entry's content and contributor's Service affiliation.

5. In every category, except L and M, provide only one example of the product specified.

6. Use a separate tape for each category entered.

*Some categories have undergone changes. These are identified with an asterisk (\*) at the end of the category title.*

#### **Category A: Radio Entertainment Program\***

Specifications:

1. Entry will be a disc jockey program and may be either a special or regularly scheduled program. Telescope out any non-local elements.

2. It is recommended that submissions be as coherent as possible. One suggestion for achieving this is to select one hour of an exceptional show and include all telescoped content for that hour. This will make it easier for judges to follow the intended flow.

3. Although there is no set time limit for this category it is strongly recommended that you keep the finished entry to the minimum length necessary to provide a true representation of the product.

#### **Category B: Radio Spot Production**

Specification:

Enter one spot up to 60 seconds in length.

#### **Category C: Radio Report**

Specifications:

1. Report may be news, sports, or a feature.
2. **Do not** include the anchor's lead-in/tag to the story on the tape.
3. Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor.

#### **Category D: Radio Newscast**

Specification:

Telescope out any product within the newscast that is not provided by a military source.

#### **Category E: Radio Information Program\***

Specifications:

1. Telescope out any product within the program that is not provided by a military source.
2. Entry must be limited to 60 minutes.
3. This category includes Commander's/Captain's Calls, magazine programs and documentaries.
4. **Radio newscast specials are not eligible for this category.** In other words, regularly scheduled Air Force, regional, or local radio newscasts are not eligible.

#### **Category F: Television Information Program**

Specifications:

1. Telescope out any product within the program that is not provided by a military source.
2. Entry must be limited to 60 minutes.
3. This category includes Commander's/Captain's Calls, magazine programs and documentaries.

#### **Category G: Television Spot Production**

Specification:

Enter one spot up to 60 seconds in length.

#### **Category H: Television Report**

Specifications:

1. Report must be a news or sports story shot and produced within a 24-hour time period.
2. **Do not** include the anchor's studio lead-in/tag to the story on the tape.

3. Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor.

4. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

### **Category I: Television Feature Report**

Specifications:

1. Report may be a news or sports feature that was shot and produced during a period greater than 24 hours.

2. **Do not** include the anchor's studio lead-in/tag to the story on the tape.

3. Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor.

4. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

5. Entry must be a report and not a program segment.

### **Category J: Local Television Newscast**

Specification:

Telescope out any product within the newscast that is not provided by a military source.

### **Category K: Regional Television Newscast**

Specifications:

1. Must be regional or network in scope, and target a regional audience.

2. Telescope out any product within the newscast that is not provided by a military source.

### **Category L: Command Information Campaign\***

Specifications:

1. Entries should consist of a maximum of 10 minutes of products in support of a specific local/regional command information campaign. Full service locations must send both radio and television products; radio-only locations send radio products.

2. Entries must include a two-page documentation package comprised of a Background Paper and a Broadcast Products and Air History sheet (see examples at Attachments 2 and 3).

a. The Background Paper should: identify the individual or organization requesting the campaign; identify the campaign's internal information objective(s); identify the target audience;



summarize actions taken to meet campaign objectives; and summarize the campaign results. Include information on other campaign efforts if they were run in cooperation/coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts. The campaign start date, and if applicable the end date, must be included in this run sheet.

b. The Broadcast Products and Air History Sheet must include both the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

3. Most of the Command Information Campaign must have taken place during the contest year. For example, if most of a safety holiday campaign takes place in December and continues into January, it would fall in December's competition year.

4. Each tape must include a run sheet indicating title, length, and type of product (for example, spot, news, promo, etc.) for each example on the tape. Do not attach the run sheet to the cassette, it should be included with the entry form.

5. **Both video and audio products must be** on a single video cassette tape. Include slates for audio products using the same guidelines as for video products.

#### **Category M: Department of Defense Broadcast Journalist of the Year\***

This award recognizes the journalist whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

Specifications:

1. You may only nominate one candidate working in a broadcasting position.
2. Products submitted must have been produced and broadcast to an internal audience during the contest year. The broadcast date is the first day the product aired for an internal audience.
3. Each entry must include a nomination letter and a one-page biographical sketch.
4. Entrants assigned to a full-service outlet may submit both radio and television products.
5. Total time for an entry will not exceed 15 minutes.
6. Entries should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included with the entry form.
7. Each entry must include a run sheet indicating the nominee's name, contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first airdate, and location aired. Do not attach the run sheet to the cassette, it should be included with the entry form.
8. **Both video and audio products** for category M entries **must be** on a single **BetaCam SP** tape. Include slates for audio products using the same guidelines as those for video products.

### **IV. PACKAGING OF ENTRIES**

#### **A. Entry Form for Print Entries**

1. Fill in all blanks on the entry form.
2. Circle the Service of the individual or submitting unit. Do not underline.
3. Type of award: Individual awards are for products created by a single person. Unit awards are for products created by more than one person. Circle the award type.
4. List the names of contributors exactly as they should appear on the award certificate or plaque. List the branch of Service of each contributor.
5. List the Unit/Duty Station exactly as it should appear on the unit's award. It must appear on all entry forms.

#### **B. Packaging requirements for Video Entries**

1. Entries in each category must be on separate **BetaCam SP** tapes.
2. Audio must be mixed.
3. Submit **TWO** exact copies of each entry, per category, on separate tapes.
4. All entries must be clearly identified with a label on both the entry outer case and on the tape.
5. The following items must be included on each entry tape:
  - a. 10 seconds of color bars and tone
  - b. A 10 second video slate with the following information:  
  
Entry Category  
Entry Title  
Run Time  
Submitting Organization  
Contributor (a unit or individual depending on type of entry)
  - c. Five seconds of black
  - d. The entry
  - e. At least 30 seconds of black after the entry

**NOTE:** For Categories L and M – Provide initial slug/slate only, do NOT slug/slate between examples on the tape. Ensure there are 3 seconds of black between each product on the tape.

6. Follow any additional packaging requirements outlined in a category's specifications.

#### **C. Packaging requirements for Audio Entries**

1. All entries (except those for categories L and M) in each category must be on separate audio cassettes.
2. Submit TWO exact copies of each entry, per category, on separate cassettes.

3. All entries must be clearly identified with a label on both the entry outer case and on the cassette. Include the following information:

Entry Category  
Entry Title  
Run Time  
Submitting Organization  
Contributor (a unit or individual depending on type of entry)

4. The audio on each cassette must also include identifying information. Include the following items for each audio entry:

- a. 10 seconds of tone
- b. Audio slug with the following information:

Entry Category  
Entry Title  
Run Time  
Submitting Organization  
Contributor (a unit or individual depending on type of entry)

5. Ensure you follow any additional packaging requirements required by category specifications.

**NOTE:** For Categories L and M – Provide initial slug/slate only, do NOT slug/slate between examples on the tape.

## **V. MAILING INSTRUCTIONS AND DEADLINES**

### **A. Print entries**

1. One package per command
2. Each package must include a transmittal letter and an entry form for each entry.
3. Send print entries to HQ AFNEWS/NSOP, 203 Norton Street, San Antonio, Texas 78226-1848 and they must arrive **NO LATER THAN 14 FEB 2003**.
4. ALL ENTRIES NOT RECEIVED BY 14 FEB 2003 WILL BE DISQUALIFIED.

### **B. Broadcast entries**

1. All entries will be submitted as a single package.
2. Each organization **must** enclose a transmittal letter with its submission package. At a minimum the letter will list each category and indicate the title of the entry, the run time, and the organization that submitted it. Any category for which no entry was submitted will simply state “No entry.” The transmittal letter must also identify the broadcast service POC, his or her phone number, and e-mail address.
3. Send broadcast entries to HQ AFNEWS/BGOO, 203 Norton Street, San Antonio, Texas 78226-1848, and must arrive **NO LATER THAN 14 FEB 2003**

**NOTE:** Broadcast competitors who wish to have their entries reviewed before the competition to ensure all paperwork and entries meet contest requirements must ensure their entries arrive at HQ AFNEWS/BGOO no later than 24 Jan 2003. Competitors who get their entries in early will be given the opportunity to correct any submission errors but the submitting unit is still responsible for meeting the final deadline of 14 Feb 2003.

**4. ALL broadcast products that do not arrive at HQ AFNEWS/BGOO by 14 Feb 2003 will be disqualified.** Furthermore, all units who do not get their products in early for pre-screening will not be able to resubmit corrections if errors are discovered. Those errors may be grounds for disqualification. THERE WILL BE NO EXCEPTIONS TO THE ABOVE REQUIREMENTS.

5. In order to ensure timely delivery of entries to AFNEWS, units should use command pouch service, priority mail, or overnight delivery service.

## VI. REQUIRED DOCUMENTATION

### A. Print

*There is a new entry form this year. Be sure to take note of the instructions on the bottom of the form before you begin entering information.*

*Click on this icon to view/use the form:*



2002 Contest Print  
Entry Form

**\*\*Once you open the entry form you should select *File, Save Copy As*, and then choose a location to save the form separate from this SOP.**

Entry forms and required documentation must be sent electronically as well as in hard copy with your submission package. Full instructions for documentation are as follows:

1. One entry form must be filled out for each category entry.

**NOTE:** The official Air Force Media Contest entry form **MUST** be used. If it isn't, the entry will be disqualified.

2. All information for a category entry must be contained on a single entry form. Make sure that the form does not extend past one page. (The only exception to this rule is if the number of contributors exceeds the space available.)

3. Use full names (**no nicknames**) as you wish them to appear on award plaques and certificates. Unit designations must be spelled out.

4. ALL blanks on the entry form **must** be filled in. "N/A" is not an acceptable entry.

5. Location: The unit, base and state.

6. The unit or individual(s) listed on forms must be presented exactly as the submitting element wishes them to appear on the award certificate. **The branch of Service MUST be included with each name.**

***IMPORTANT REMINDER!!***

***If an entry is a Unit submission, that unit name is what goes in the “Plaque should go to” block on the entry form. Individuals who played a role in the production of the product are then listed on the entry form in the “Contributors” block.***

***If an entry is an Individual submission, that individual is listed in the “Plaque should go to” block on the entry form. NO OTHER contributors are allowed for these types of entries and the “Contributors” block is left empty.***

7. The Unit/Duty section must be filled in exactly as it should appear on the unit’s award and should be filled in on all entry forms.

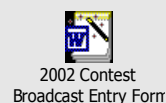
8. All entry forms must have the “//signed//” designator and a name listed

9. Send electronic copies of all the documentation for Print to [af.mediacontest@afnews.af.mil](mailto:af.mediacontest@afnews.af.mil) NLT 14 Feb 2003.

B. Broadcast

***There is a new entry form this year. Be sure to take note of the instructions on the bottom of the form before you begin entering information.***

***Click on this icon to view/use the form:***



***\*\*Once you open the entry form you should select *File, Save Copy As*, and then choose a location to save the form separate from this SOP.***

Entry forms and required documentation for individual categories **are no longer submitted in hard copy. All documentation will now be submitted electronically** (all in one email). Full instructions for documentation are as follows:

1. One entry form must be filled out for each category entry.

**NOTE:** The official Air Force Media Contest entry form **MUST** be used. If it isn’t, the entry will be disqualified.

2. All information for a category entry must be contained on a single entry form. Make sure that the form does not extend past one page. (The only exception to this rule is if the number of contributors exceeds the space available.)

3. Use full names (**no nicknames**) as you wish them to appear on award plaques and certificates. Unit designations must be spelled out. The information must include the outlet's name and duty section, e.g., Det. 10, AFNEWS – News Section.

4. ALL blanks on the entry form **must** be filled in. "N/A" is not an acceptable entry.

5. Air Date: The airdate is the first date that the product was broadcast/cablecast to the internal audience. At a minimum, the month and year that it aired must be provided.

6. Location: The location is the broadcast or cable station that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., AFN Aviano, Italy, or Commander's Access Channel, Langley AFB, Florida) must be included. If the program aired on a military web page, provide the web address and server location.

7. The unit or individual(s) listed on forms must be presented exactly as the submitting element wishes them to appear on the award certificate. **The branch of Service MUST be included with each name.**

#### ***IMPORTANT REMINDER!!***

***If an entry is a Unit submission, that unit name is what goes in the "Plaque should go to" block on the entry form. Individuals who played a role in the production of the product are then listed on the entry form in the "Contributors" block.***

***If an entry is an Individual submission, that individual is listed in the "Plaque should go to" block on the entry form. NO OTHER contributors are allowed for these types of entries and the "Contributors" block is left empty.***

8. The Unit/Duty section must be filled in exactly as it should appear on the unit's award and should be filled in on all entry forms.

9. All entry forms must have the "//signed//" designator and a name listed

10. Send electronic copies of all the documentation listed in this section to **HQ AFNEWS/BGOO** (afnews.bgoo@afnews.af.mil) **NLT 14 Feb 2003.**

**NOTE:** If entry packages are sent in for early review (deadline 24 Jan), the electronic documentation **MUST** also meet this deadline. Both the products and the required paperwork must be reviewed together.

#### **VII – CONTEST CONTACT INFORMATION**

Any questions, comments, or suggestions for improvement regarding the AF Media Contest should be directed to:

***PRINT***

AF Media Contest e-mail

[af.mediacontest@afnews.af.mil](mailto:af.mediacontest@afnews.af.mil)

**BROADCAST**

TSgt Daniela Marchus  
[daniela.marchus@afnews.af.mil](mailto:daniela.marchus@afnews.af.mil)  
DSN 945-4307

SSgt Ryan Hoke  
[ryan.hoke@afnews.af.mil](mailto:ryan.hoke@afnews.af.mil)  
DSN 945-4307

**VII. JUDGING CRITERIA**

**A. Print Judges**

1. MAJCOMs will judge their own entries and select the best entry in each category for submission to the AF program.

2. MAJCOMs must forward entries for the Air Force Media Contest to: AFNEWS/NSOP, ATTN: MSGT TERRY SOMERVILLE, 203 NORTON ST, SAN ANTONIO, TX 78226

3. Entries will be judged on professional excellence, originality and support of internal information themes and objectives. Judges will score entries on content, writing, design, mechanics, leads and bridges, the body, photo selection, photo editing and overall effectiveness.

**B. Broadcast judges**

***Current AFBS Standards for ENG, Newscasts, Radio, etc. will be provided to judges well in advance of the contest. This will allow them to become familiar with our criteria.***

Entries must meet the highest standards of production, execution, and professional excellence as well as contribute to the internal information objectives of the U.S. Armed Forces. The primary focus of the judging will be on the message, not the medium. All entries will be judged according to the following criteria:

**1. Internal Information/Value to the Viewer:**

*Does the information apply to the audience? Is the message important for the audience to hear? Messages can range from facility operating hours to a commander's issue or policy he or she wishes to convey to his or her community.*

**2. Script/Message Effectiveness:**

*How well is it written? Is the message clear?*

**3. Technical Quality:**

*Is there a good audio mix, quality of video, levels, lighting and editing?*

4. Voice/Diction/Camera Presence:

*How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?*

5. Creativity:

*Is the presentation original? How effectively do the various elements work together?*

6. Diversity:

*This criterion is used only for categories L and M. Does the individual nominated for Broadcast Journalist of the Year have the ability to perform well in all aspects of broadcasting? Writing, editing, announcing, producing, directing, etc. will be evaluated. For the Command Information Campaign category, does the nomination package include a variety of products that support the campaign?*

## **VI. Awards**

A. Awards may be made in 17 print and 13 broadcast categories.

B. No award will be made if the judges deem that no entry meets program standards. However, a 2<sup>nd</sup> and 3<sup>rd</sup> place can be awarded in the category if judges deem it appropriate.

C. There are two types of awards: individual, and unit, with 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners (This is different from last year when there was also a “Team” award.)

D. Individual 1<sup>st</sup> place winners will receive plaques and letters of commendation from SAF/PA. Winners of Print Media category R (Print Journalist of the Year) and Broadcast Media category M (Broadcast Journalist of the Year) will receive Eagle of Excellence statuette in lieu of a plaque.

E. Print and Broadcast JOY Eagle of Excellence statuettes will be presented at appropriate ceremony as deemed by SAF/PA.

F. When an individual award is given for broadcast categories, the organization responsible for rating the individual's performance will receive a certificate.

G. Unit awards are used to recognize a production effort involving more than one contributor.

H. A plaque will be awarded to a unit that wins a category. Certificates will be awarded to the individual contributors.

I. There is no set limit to the number of individuals who may be listed as contributors to a unit entry. However, the MAJCOMs should limit the submission to those who significantly contributed to the product being entered in the competition. List these names under the “Contributors” block on the entry form.

J. First, second and third place winners will be selected. If the judges deem that more than one entry meets the same standards of production, execution and professional excellence, they may award a tie.

K. Those named in a place as a tie will receive equal recognition for that level of award.



L. Air Force Recognition Ribbon – Individual first-place winners in each category of the Air Force Media Contest are eligible to wear the Air Force Recognition Ribbon, in accordance with Air Force Instructions 36-2803 and 36-2805. Units/duty sections or members of services other than the Air Force are not eligible to receive the ribbon. Only one award of the Recognition Ribbon is allowed per individual per contest year.

## **VII. After Action**

A. SAF/PA will:

1. Provide a list of the winners to the MAJCOMS/broadcast detachments.
2. Prepare all letters.

B. AFNEWS will:

1. Prepare certificates and plaques and forward them to the MAJCOM/broadcast detachments program coordinators for awarding.

C. Judges' comments and summary remarks will be provided to MAJCOM/broadcast detachments points of contact for their use and dissemination.

**Target Dates: 2002 AF Media Contest and Thomas Jefferson Awards  
Program Year (Jan 1-Dec 31, 2002)**

**2002**

OASD(PA) issues the Standard Operating Procedure (SOP). The SOP contains guidance and target dates for the upcoming year Thomas Jefferson Awards Program.

Dec 31          Program year ends

**2003**

Jan 27	DINFOS selects judges
Feb 14	Deadline for submission to AFNEWS
Mar 3-7	Entries judged for AF level contest
Apr 7	Deadline for TJ submissions of service entries to OASD/PA
Apr 21-25	TJ entries judged
May 5	OASD(PA) announces TJ winners
June 2	Program feedback/judges comments sent out to MAJCOMS/broadcast services
June 18	TJ awards ceremony/awards provided to Services
June 19	2004 TJ SOP Meeting with Services

Attachment 1

**BACKGROUND PAPER**  
**BROADCAST**  
**CATEGORY L: COMMAND INFORMATION CAMPAIGN**  
**(Name of Command Information Campaign)**  
**(Submitting Unit)**

**CAMPAIGN REQUESTER:** (Who requested service?)

EXAMPLE:

Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

**CAMPAIGN OBJECTIVE:** (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

**Objective 1:** Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

**Objective 2:** Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

**Objective 3:** Prevent injuries in the construction areas.

**TARGET AUDIENCE:** (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

**Objectives 1 & 2:** Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

**Objective 3:** Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

**SUMMARY OF ACTIONS TAKEN:** (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during the program year.)

**CAMPAIGN RESULTS:** (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Attachment 2

**BROADCAST PRODUCTS AND AIR HISTORY  
FOR  
(Name of Command Information Campaign)**

(Identify all broadcast products used in support of the campaign and provide its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - week 1-3
6 - TV news stories	2/week
3 - 1 hour live radio phone-in shows	1/week
etc.	

Attachment 3

**2002 Air Force Media Contest  
Official Entry Form  
(PLEASE PRINT OR TYPE)**

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**COMMAND SUBMITTING ENTRY (PRINT ONLY):** (Circle One) ACC AETC AFMC

AFRC AFSPC AFSOC AMC PACAF USAFE OTHER \_\_\_\_\_

**MEDIUM:** (Circle One) PRINT BROADCAST

**TYPE OF AWARD:** (Circle One) UNIT INDIVIDUAL

**CATEGORY:** \_\_\_\_\_

**CATEGORY TITLE:** \_\_\_\_\_

**ENTRY TITLE:** \_\_\_\_\_

**AIR DATE:** \_\_\_\_\_ **LOCATION** \_\_\_\_\_

**UNIT POC:** Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), Email Address, Phone number.

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**SUBMITTING UNIT:** Unit Name and complete Mailing Address, DSN & Coml Phone #s and Fax #s

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*Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service. Additionally, provide gender of contributor (data is needed for preparation of winners' letters of commendation).*

**CONTRIBUTORS:**

**M/F**

**PLAQUE SHOULD BE ISSUED TO:**

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**UNIT/DUTY SECTION:**

_____	_____	_____
_____	_____	_____
_____	_____	_____

\_\_\_\_\_  
Supervisor's Signature  
Attachment 4